

TTC Board of Directors

Meeting Minutes

February 19, 2008

In attendance: Angela Atkinson, Marcy Mitchell, Dianne Calderon, West Davies, Janis Moomaw, Danyelle Leejentes, Mary Jo Coulehan, Daniel Gonzales (Lodging Assoc. Member) and Brooke Kitchens (Chamber Member) Guest - Leanne Goebel,

- I. Call to order – Reviewed minutes from December. Danyelle motioned to approve, Marcy 2nd.
- II. Old Business
 - a. Leanne Goebel presentation – Request to have TTC, as a non-profit organization, sponsor the Writer's Residency program and utilize their non-profit status to allow lodgers who donate accommodations to get a tax deduction. General agreement to sponsor program and write a tax deduction letter to participating lodgers.
 - b. Downtown WiFi sub-committee meeting on March 4, 2008 with Centurytel Representative Scott McKinzie at 1:00PM. Angela urged Board members to attend.
 - c. Winter Survey – Wolf Creek Ski Area is currently conducting a Pagosa Springs, Skier/Snowboarder demographic survey with RRC. They are willing to include an overnight visitor question in the survey starting mid-February through April. Angela proposed TTC kick in \$5,000 towards that survey which will allow us to collect data on overnight visitors as well as give us access to skier/snowboarder demographics at Wolf Creek for the 2007-2008 seasons. Angela recused herself from the vote. Danyelle moved to approve the \$5000 payment to Wolf Creek and West seconded. Motion passed.
 - d. Gateway Signage project – next meeting 2/25/08 at 2:00PM – Presentation of findings.
 - e. Occupancy/ADR – Deanna will add questions to Town lodging tax form referencing occupancy rates that are due monthly. She will then report monthly to Dianne on the occupancy rates.
- III. New Business
 - a. Tradeshow – MJ and Dianne have been traveling to a number of tradeshow, including Go West and Denver Day at the Capital. Dianne has been meeting with tour operators and has 2-3 interested in putting a program together with Pagosa Springs including Rocky Mountain Tours. Colorado Film Commission – Dianne signed up TTC as a member which will allow her to attend location show for free.
 - b. Website – Conference call scheduled for Thursday to wrap up remaining issues. Policy of not listing lodgers who do not pay lodging taxes discussed. Despite a few unhappy lodgers, Board agreed to keep policy in place.
 - c. Frontier Airlines announcement – Discussed how to market this news. Front page notification on website, article on media center online, and press release to all local media outlets. Dianne will work to promote this news.
 - d. Retreat follow-up – April 3, 2008 at Hart's Rocky Mountain Retreat with Patty Shull. Dianne will confirm with Hart on availability.
 - e. Dianne expressed the need for a DVD to market to Film Industry and Tour Operators. She will get 3 proposals from video companies and see if they can have it completed by the April show.
- IV. Adjournment – Danyelle made the motion and Marcy 2nd.